



Coconino County Horse Races

Exclusive Event Sponsorship Opportunity

HISTORY & OVERVIEW

The **55th Coconino County Horse Races** is tentatively scheduled for **July 2-5, 2010** at the Coconino County Grandstands in Fort Tuthill County Park in Flagstaff, Arizona. This Fourth of July tradition in northern Arizona since 1955 has been produced and managed by the Coconino County Parks and Recreation Department (CCPR).



As the only live horse racing event in Arizona on the 4th of July weekend, it draws over 12,000 attendees and is considered one of the largest events in northern Arizona. It features four days of live racing, with 6-9 races per day. In 2007, the Coconino County Horse Races were recognized as the largest non-commercial racing meet in Arizona as well as one of the largest events in Northern Arizona.

In 1993, the horse race meet went from a live race meet only to offering off-track betting (OTB) and sending out the live race signal to OTB sites throughout the state. CCPR entered into an agreement with Yavapai Downs to provide services related to OTB: provision, coordination, and reconciliation of the OTB site banks; OTB pari-mutuel payroll; coordination of OTB programs and forms; preparation of meet simulcast cards; and coordinated simulcast services. Until 2008, Yavapai Downs administered the OTB program for the Coconino County Horse Races. However in recent years, the cost of offering OTB became cost prohibitive.

Coconino County Horse Races is running in the **RED**. Increased costs for producing this event have made it impossible to sustain itself with or without the OTB offering

In 2009 CCPR produced a live meet only (without OTB) in order to cut costs. However,, a one-time budget supplement had to be approved by the Coconino County Board of Supervisors in order to cover the revenue shortfall.

To conduct the 55th Coconino County Horse Races on Fourth of July Weekend 2010, CCPR needs to raise at least **\$90,000** to hold a live race meet and an **additional \$100,000** to offer **off-track betting**.

SURVEY SAYS

During the 2009 meet, CCPR surveyed event attendees and found that nearly half were from metro Flagstaff and half from Phoenix, Tucson, other Arizona rural areas, and other states (California, Utah, Nevada, New Mexico, Colorado, Idaho, Virginia, Mississippi, and Texas).

The majority attendees were 46 years old and older and had been attending the 4th of July races for six or more years.



Most attendees were highly satisfied with the event and felt on-track betting to be very important. When asked about the importance of off-track betting half of those surveyed felt it was important to them while the other half felt it was not important.

OFFICIAL EVENT SPONSORSHIP

The goal of obtaining event sponsors is to provide public exposure and a sales and marketing platform for local and regional businesses in exchange for financial and in-kind support for the event.

The **Official Horse Races Event Sponsorship** is an exclusive opportunity to sponsor the Coconino County Horse Races at Fort Tuthill County Grandstands on July 2-5, 2010 and shall have the option of two annual renewals.

The exclusive Event Sponsor shall be recognized as **"the official event sponsor"** and **"presenter"** of the 55th Coconino County Horse Races. Lower level sponsorships will not conflict with the Official Event Sponsor.

CCPR is seeking sponsor/s who are interested in being actively involved in the Horse Races before and during the entire event. The Event Sponsor is encouraged to advertise its support of and involvement in the Horse Races. A collaborative and mutually beneficial partnership between CCPR and the Event Sponsor is desired and will be the basis from which the proposal is evaluated. Provisions other than those below may be negotiated between CCPR and the Event Sponsor.

The Official Event Sponsor contributing a minimum of **\$40,000 in cash or a combination of cash and in-kind trade, with a minimum of \$15,000 cash**, will receive:

- Exclusive recognition as the "Official Event Sponsor" and "Presenter" of the 55th Coconino County Horse Races;
- Guaranteed visibility and dominant presence before and during the event;

- Prominent signage;
- One complimentary 20'x20' booth space with 110v outlet for the four days of live racing;
- Name and Logo on all print promotional materials;
- Name and Logo on OTB (off-track betting) screens, if applicable;
- All-day public address (PA) announcements identifying the Official Event Sponsor and Presenter of the Coconino County Horse Races and during the two daily assigned races;
- Exclusive Losing Ticket prize donor, 2 raffles per day;
- Reserved one Box Seat section (12 seats) at the finish line on each live race day;
- Complimentary Racing Programs (20 each) for each of the four live race days;
- 30 commemorative ball caps;
- 100 complimentary, one-day admission-only passes to the Races;
- 50 VIP, four-day admission and parking passes to the Races;
- Reserved advertising space in the daily Racing Program for all live race days: full-page, back cover;
- The opportunity to present two race winner blankets with sponsor's name each live race day with up to six company representatives in the Winner's Circle;
- Eight framed commemorative 8" x 10" color photographs of winner's blanket presentations of the assigned races;
- The opportunity for Sponsor to display up to 10 signs and/or banners at designated areas in and around the grandstands;
- Sponsor's name and logo on all event print promotional and advertising materials when permitted by the advertising medium, including but not limited to radio spots, television and web-based promotions and advertisements;
- Off-site ticket sales outlet opportunity; and
- A sponsor plaque.

General Conditions

1. A collaborative and mutually beneficial sponsorship relationship between CCPR and the Event Sponsor is desired.
2. Sponsors are encouraged to creatively combine cash and in-kind donations to off-set expenses for CCPR to advertise and produce the Horse Races.
3. Sponsors are encouraged to show how they have incorporated sustainable business practices in their proposal as a way of showing community benefit.

4. Sponsor may include non-profits, government, businesses and other organizations.
5. Coconino County will not enter into sponsorship in which the product to be identified is a tobacco product, alcoholic beverage, or a firearm.
6. In-kind trade and services may include, but are not limited to:
 - a. Market and pay for advertising of the Coconino County Horse Races throughout northern Arizona including Page, Show Low, Prescott, Camp Verde, Sedona, Grand Canyon, Williams, and Flagstaff and to Phoenix and Tucson metropolitan areas in cooperation with Coconino County Park and Recreation;
 - b. Print and deliver 1,152 box seat tickets, approximately 500 posters, and 1,000 complimentary admission passes;
 - c. Print and deliver approximately 4,000 programs;
 - d. Provide advertising, marketing and sponsorship consulting services including but not limited to the use of best efforts in obtaining the most cost-effective media purchase agreements for print and broadcast advertising;
 - e. Provide graphic design and layout services for all promotional and advertising materials, including but not limited to box seat tickets, admission passes, banners, posters, and print advertising pieces; and
 - f. Provide entertainment and activities to attendees such as a strolling clown, face painting, bouncy house, magician, games for children, singers, a band and/or sound equipment.

For more information, please contact Regina Salas, Outreach Coordinator for Coconino County Parks and Recreation 928-679-8027 rsalas@coconino.az.gov



HC 39 Box 3A, Fort Tuthill County Park, Flagstaff, Arizona 86001
Phone 928-679-8000 Fax 928-913-0750
www.coconino.az.gov/parks.aspx